THE CANADIAN COIN BOX & VENDING

We Say—
Thank You!
In Our 3rd Anniversary Issue!

IN THIS ISSUE

CHICACO COIN SHOW Page 3
MISSOURI BROTHERS Page 10

OCT. '49

A MONTHLY PUBLICATION FOR THE CANADIAN AMUSEMENT OPERATOR

UNAMINOUS CHOICE FOR ALL LOCATION HONOURS--FOR YOUR PROTECTION ASK SOMEONE WHO OWNS A

SEA BREEZE

The Latest 5 Ball Free Play Game

- Bonus to 100,000
- Explosive Bumper
- 25,000 Pocket Holes

May be converted from
New Champ
Sea Hawk
Horoscope
School Days
Belle Hop
A.B.C. Bowler
etc.

Flipper Actions

Beautiful

Lists at $399

But if exchanged with one of above machines it will be priced at

$349.00

You Save $50!

if You Buy Two

– Price is $324

BUY WITH CONFIDENCE

LANIEL AMUSEMENT

1815
Notre Dame
West

MONTREAL,
P. Q.

Chicago Coin Show in June 1950

CMI's coin machine show in 1950 promises to be the biggest in its history, according to advance inquiries being received daily in CMI's headquarters in Chicago.

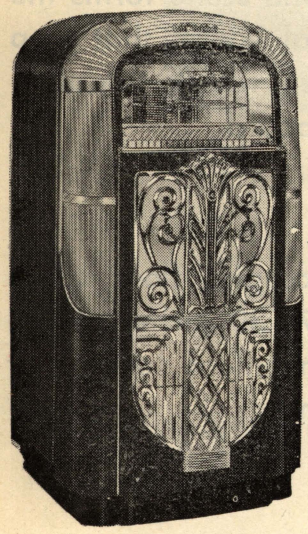
The gigantic spectacle, which will surpass anything ever staged in the United States in the coin machine field, will be held at the Hotel Stevens June 26, 27 and 28.

Advance inquiries indicate that show space, despite the fact that the Stevens has the largest exhibition space in Chicago, will be sold out long in advance and that many new coin-operated devices will be shown for the first time.

Besides the gigantic show, there will be endless events and activities for operators, distributors, jobbers and manufacturers and their wives.

Blocks of seats will be set aside for major league baseball games; there will be lake cruises, and sight-seeing buses will be on hand at all times. The show committee has under consideration a fashion show and shopping services for the ladies.

Continue on Page 16



The PHONOGRAPH That Sells— MUSIC

CANADA'S BEST BUY

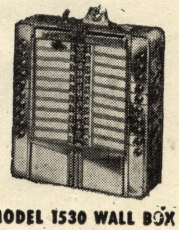
QUALITY is a Bargain at any Price

Brand New . . .

Rock-ola Model 1424 Hideway $795.00

Rock-ola Model 1530 Wall Boxes $65.00

30 Wire Cable - - - - - 20c Ft.



MODEL 1530 WALL BOX

Used Machines . . .

WURLITZER 700 . . .	$400	WURLITZER 412 . . .	$150.	SEEBURG Crown . . .	$375.
" 750 . . .	550.	" P10 . . .	100.	" Envoy	425.
" Victory . . .	325.	" Counter 61 . .	125	ROCK-OLA Master . . .	450.
" 780 (Colonial)	550.	SEEBURG Regal	350.	" Model 1422 .	700.

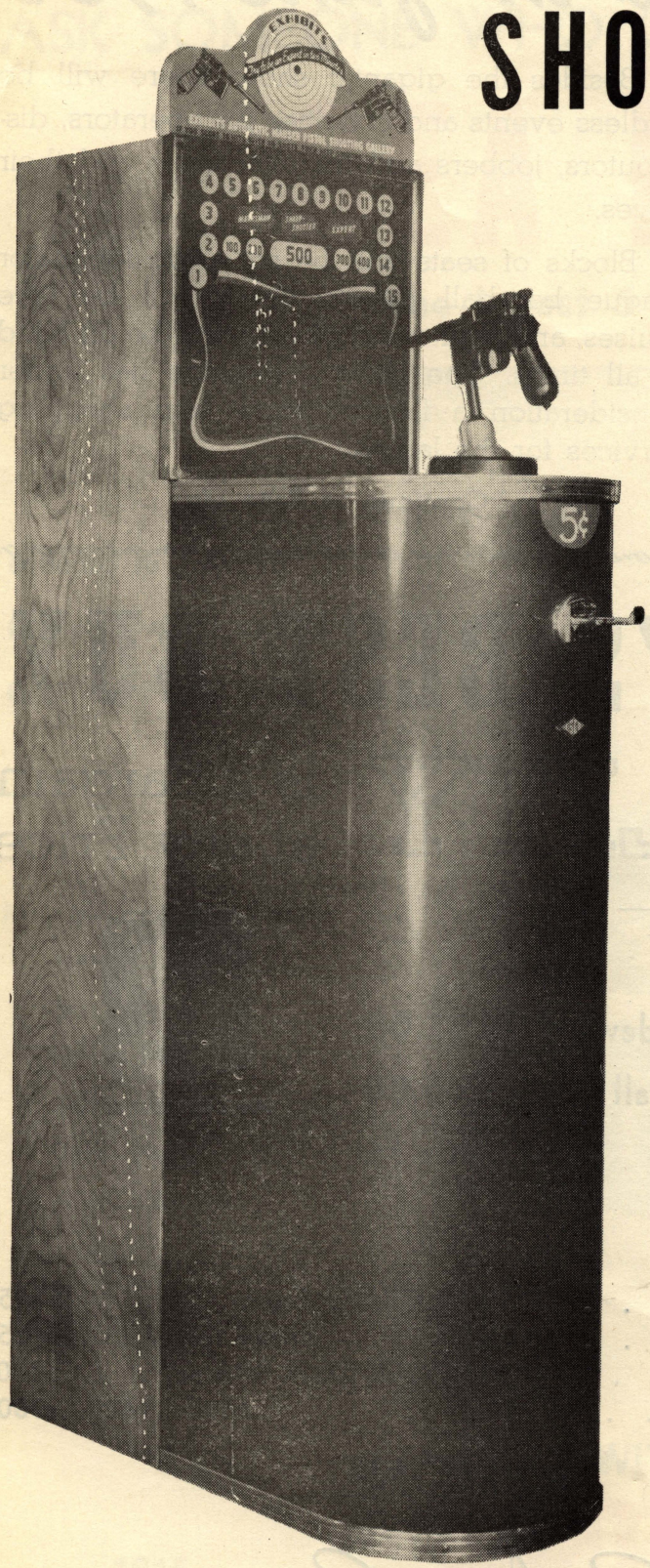
WRITE WIRE PHONE

Mortimer Sales Co.

1269 AMHERST STREET PHONE AMherst 1400 MONTREAL, Quebec

Electric Mauser Pistol

SHOOTING GALLERY



A SENSATIONAL 50-FOOT SHOOTING GALLERY THAT TAKES ONLY 5 SQ. FT. OF FLOOR SPACE!

Reproduces the recoil, the sound and the feel of a real Mauser pistol.

Brilliantly-coloured woodland scene forms the background for four animal figures that drop when gun is properly aimed, registering automatically on lighted scoreboard.

COMPACT!

Cabinet occupies floor space of only 17 x 30 inches. Pistol set at convenient height for easy aiming.

STURDY!

Strongly engineered of reinforced metal and plywood, yet weighs only 127 lbs.

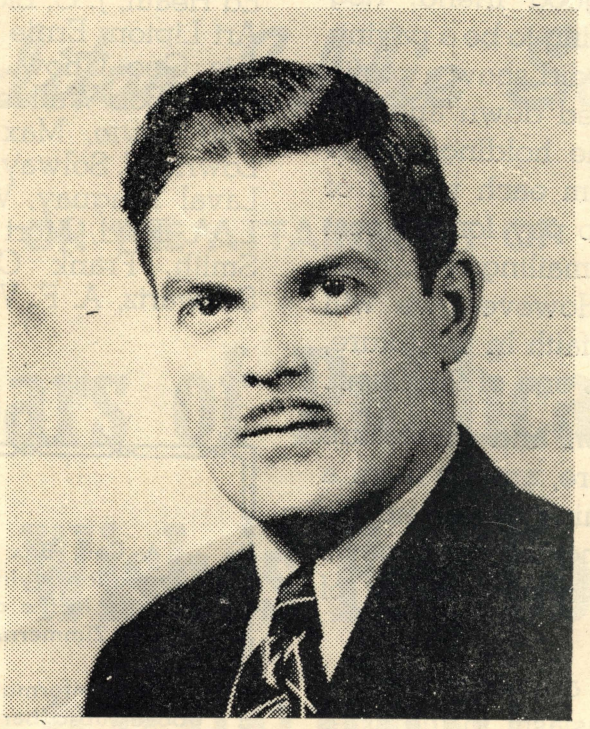
SIMPLE TO SERVICE!

Precision - made mechanisms are placed in easy-to-reach locations for quick, inexpensive adjustment.

ROXY SPECIALTY INC.

703 Notre Dame W., Montreal, P.Q.

Recognize The Old Timers Above ?



Cliff Davie

Muskoka Distributor For VEND-O-MATIC

COIN BOX

OCTOBER 1949

Vol. 2 — No. 19

Edited and Published in Owen Sound, Ontario
BY EDDIE SARGENT
Printed by THE GEORGIAN PRESS
United States Representative — McIntyre, Simpson & Woods, Chicago
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RATES ON REQUEST

Editorial

By a Leading Personality in the Industry

THREE YEARS OF PUBLICATION

On this, our third anniversary, I wish to take this opportunity of extending my sincere thanks to the distributors and operators who, through their advertising, have made this publication possible.

On our entry into this field three years ago on the advice of a very good friend, Reg Gilchrist, we thought it was going to be a paying proposition and for a while it did show a profit. However, as the border closed down and the business settled back into the holding period which is now on, the problem each month of getting enough advertising to pay for the cost of printing, publication and mailing, etc., was never or is not sufficient. However, we will continue having unbounded faith in the future, believing that this business is one of the finest.

Canada is a young nation and the future holds many big things in store, among them a great future in the Coin Machine trade, and we will continue to strive to bring the latest news and trends to the forefront for the benefit of Canadian operators.

The Canadian operator is a strange mixture of man. He builds his enthusiasm to the skies one day and the next he is virtually in the "dumps". He is a gambler willing to try anything new at the expense of his own pocketbook, wherein the conservative public does not keep pace. The Canadian operator is a hard worker and many small fortunes are being made in this business today by men who are not afraid of hard work and are willing to take a chance.

Gradually day by day and year by year the Canadian public is becoming automatic minded and eventually acceptance of the automatic machine will reach its rightful status in comparison with the U.S.A.

At this time the Editor of Coin Box wishes to thank personally the following people: Al Siegel, Albert Clavir, Romeo Laniel, Reg Gilchrist, Vince Barrie, Bill Fielding, Marty Morosnick, Wes Van Dusen, Allan Pullmer, Johnny Achladites, Mortimer Schwartz, Mack Levin, Ed Heath, J. C. Blouin, Frank Kirke, Bill Kramer, Art Lipton, Ernie Dowsett, Moe Fine, Lou Keyfets, Geo. Chow, Eric Liebman, J. B. Jones, Jim Louis, Bob Wallace, Laurent Lemieux, Peter Lee, Cliff Davie, Max Rishor, S. G. Macy, D. W. Lowrie, S. Solway, Harry Solomon, Carl Dowsett, Laval Tanguay, Wally Wilson, Gene Chevrier, L. A. Reid, Mort Fields, Jack Schwartz, Hugh Smith, Frank Cole, Eddie Fitzgerald, Sam Schwartz, A. F. Vigneux, and many others.

EDDIE SARGENT,
Editor, Canadian Coin Box.

NOTICE

A Coin Box subscriber is anxious to obtain information trying to locate a Mr. Zimmerman, formerly in the coin machine business in Toronto.

Mr. Zimmerman was formerly with Inter-Lake Scales.

Any information will be appreciated by the above subscriber as he wishes to place more business with Mr. Zimmerman.

Please Contact

Box 5 COIN BOX

Vincent A. Barrie

President of

St. Thomas Coin Sales

Congratulates

The

Canadian Coin Box

and Editor Eddie Sargent

ON THE ATTAINMENT OF

Three Years of Publication and Extends Wishes For Continued SUCCESS!

Record Inventory System Helps Operator Slice Disk Costs 25%

CHESTER, N.Y., Sept. 3.—Perfection of an inventory system, leading to the close control of every record placed in juke boxes throughout his extensive route, was credited by R. C. Carpenter this week with reducing his record cost by 25 per cent since he instituted the system about six years ago.

Carpenter has taken from his routemen the responsibility of picking records for their stops and has given the job to one man who, over the years, has become a specialist in this all-important work. George Wilson, Carpenter's record specialist, prepares the records each routeman takes with him on his day's tour, permitting the routeman to get in and out of locations in a minimum of time and with a minimum of haggling with location representatives over which and how many new records are to go into phonographs.

War-Time Step

Carpenter, whose route extends in a 25-mile radius from his base here, said the system was begun in 1943 when war-time shortages in manpower forced him to streamline his operation. But it has worked out so successfully, he stated, "that we no longer plan to return to the old method."

Each of the operator's routemen (Carpenter has 10 employees), on checking in at the end of his daily tour, places in a special file the record requests received that day. These are relatively few, said Carpenter, since location owners have already been conditioned to accept their pre-packaged record allotment as best calculated to get optimum play from patrons.

The requests are integrated with selections picked by Wilson from popularity charts in The Billboard and the knowledge, gained from long experience, of the type of tunes most likely to appeal to the clientele of any particular location.

Consults Listings

This latter factor isn't left to uncertain memory. Wilson has detailed lists of every record placed on each phonograph in the far-flung route, arranged by location and date, and he consults it often. And the lists are kept for at least two years before being destroyed. When Wilson prepares the record packages he feels quite certain that his choices will pull nickels.

Routemen who pick up their cartons of records in the morning before going out on the route find cardboard sheets dividing each location's disks from others in the carton. He also finds neatly typed title strips for each new tune. An average of five or six new records are placed in machines every two weeks. On location special requests are deferred until the next visit. If location owners complain that they are not getting enough top tunes they are often proved wrong by Carpener, who quotes to them, if necessary, every record they have had for the past two years.

The Management of

Northern Music and Amusements Reg'd

(formerly of Belleterre)

wishes to inform friends and customers that their office has now been moved to

VILLE MARIE

for better service and communications

The NEW Address

Northern Music and Amusements Reg'd

ROLLAND DUMONT, Prop.

BOX 125 VILLE MARIE, QUE. — CO. TEMISCAMINQUE

NEW SUPER-SPEED HOCKEY GAME AT THE LOW PRICE OF $150.00

Spectators can't resist playing this game . . .

No experience required to handle these machines.

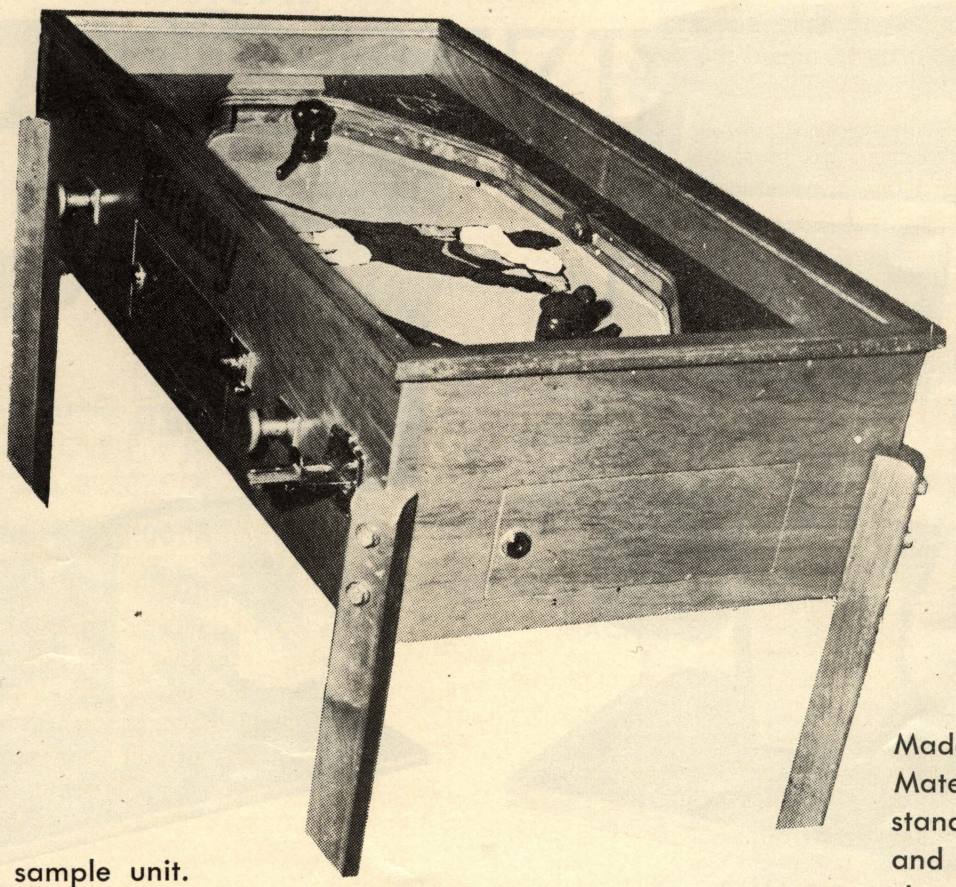
Two doors.

Unbreakable glass.

(If requested—ask for price)

Unbreakable Hockey Players

Wire or write for sample unit. This is not a Pin Ball Game.



Averages as high as $100 per week.

Beautifully finished in multi colors.

Strong, Dependable, Trouble-proof!

Made of highest Grade Materials to withstand abuse! Tested and retested until classified perfect.

PAYS FOR ITSELF IN 4 WEEKS

A BIGGER MONEY-MAKER THAN THE PIN BALL GAME! You have to see this streamlined machine to appreciate it! Measuring 42 inches long, 22 inches wide, 37 inches high in a natural finish.

This action-packed machine requires two players. Fully automatic, trouble-proof. Made in Canada.

This is definitely a game of skill — will be accepted everywhere! Average playing time per game of five balls — sixty seconds. For equipment that pays profits — sooner, faster, longer, get this new action HOCKEY GAME. We can deliver at once! All parts available at all times. Sell them outright or operate a route.

SPECIAL PRICE By Quantity of 5 or more.

J. C. BLOUIN

788, RUE HERTEL ST. **TEL.: 6660** **TROIS-RIVIÈRES, QUÉ.**

NEW "SHOE SHINE MACHINE"

TWO MINUTES OPERATION

The only Machine of this kind which can GUARANTEE ENTIRE SATISFACTION . . . GIVING A SHINE COMPARABLE TO A SUPERB HAND EFFORT.

SAMPLE
$325.00

SAMPLE
$289.50

FOR QUANTITIES WRITE PRICES
DEALER FOR CANADA

J. C. BLOUIN

788 Rue Hertel St. **Tel. 6660** **Trois-Rivières, Qué.**

SEE YOUR LOCAL DISTRIBUTOR —— Exclusive Distributor in Ontario

Mr. Dubros, Crown Fan Company
175-177 King St. E., Toronto 2, Ont.

Alberta
Van Dusen Bros. Co., Edmonton, Alta.

Province of Quebec
Lemieux Amusements
1114 St. Valier, Quebec

City of Montreal
Mr. Yvon Legris
5194-5th Ave., Rosemont, Que.

Montreal South
Mr. Clement Girouard
192 Victoria Ave., St. Lambert, Que.

Valleyfield
United Auto Parts Valleyfield Limited
13 Market Place, Valleyfield
Mr. Antonio Pateneaude, Manager

Abitibi
Mr. W. R. Blouin, Simplex Automatic Phonograph,
159 Principale, Rouyn, Que.

Lake St. John
Chicoutimi Amusements
173 Price, Chicoutimi, Que.

Dolbeau
Mr. Maurice Boutin
127 Des Pins, Dolbeau, Que.

A TESTED MONEY-MAKER!

GET GREATEST RETURNS WITH

SEA BREEZE

THE NEW PIN BALL GAME .

Manufactured by

NORTH STAR COIN MACHINE OF MONTREAL

EXTRA PROFITS FOR YOU

Would you like to increase your collection by exchanging your Old Pin Ball Game for a brand new "SEA BREEZE"?

We are paying from $50.00 to $75.00 for old machines Gottlieb.

Return your old machine!
Place your Order NOW
AND PAY ONLY

$324.00

CASH
FOR EACH "SEA BREEZE"
MACHINE

SEA BREEZE WILL DOUBLE YOUR COLLECTION FOR THE FOLLOWING REASONS:

1—Built up with buttons that increase double bonus to 100,000.
2—Explosive bumber.
3—25,000 pocket holes.
4—Twin spot roll-over buttons.
5—Five (5) free play pocket holes.
6—Button to top of play field with crazy bumbers.
7—With new kind of flippers.
8—Advance scoring with two way high score bonus.
9—Roll over to award free play.
10—Beautiful back board.

Which represents a complete improvement of the old machine.

$399.00

J. C. BLOUIN

788, RUE HERTEL ST. TEL. : 600 TROIS-RIVIERES, QUE.

Missouri Brothers Hit Jackpot With Modern Operating Methods

SELLING MUSIC PAYS OFF

COLUMBIA, Mo., Sept. 3.—Freddy and Lawson Obermiller, brothers, have become oustanding examples of how music operators can build their business into a successful operation and at the same time become an important part of their community. They have developed the business of selling music into a science, with the result that locations find their music machines going full-blast most of the time.

Whether making selections for boisterous campus dance centres or comfortable, cool restaurants catering to more sedate adults, the Obermiller brothers always know their audiences. They spend many hours each week keeping abreast of musical trends, location preferences for types of music, and even seasonal changes in the activity of the public. They pick their music to fit the mood of each establishment's audience.

Says Freddy: "We sell music, not just machines that play tunes. It is a service that we want our customers to appreciate. They know the kind of music they like. We do our best to make it available to them."

He pointed out that Columbia, with Stephens and Christian girl colleges, the University of Missouri and the town's greatly increased business activity in recent years has provided one of the most diversified audiences to be found. Here are people from all the nation, bringing with them their individual and territorial appreciations for music. Tastes vary greatly and must not be overlooked.

Not long ago after they started their little business while students at University of Missouri in 1943, the brothers realized the need for establishing methods to determine the kind of music that would be played most.

"We hadn't thought much about making our handy sideline into a business, but after graduating we liked the idea so well that we went into it in earnest," Lawson said.

They used the counters in their machines and began tabulating results. They observed the kinds of people at each installation, studying age groups and social classes and the moods of each. Soon they were able to "type" each location and aim the music at definite audiences.

The number of plays increased as the customers became more pleased. By plowing back much of their earnings the brothers expanded their business until it grew from a meager two machines in 1943 to 30 at the present time. They have $45,000 worth of music and

Continued On Page 18

ANNOUNCEMENT
Mr. Johnny Achlidates Pres. of
VICTORY NOVELTY CO.
has been appointed as Distributor for the
SOLOTONE CORPORATION for SOLOTONE MASTER ENTERTAINERS and Solotone Boxes for the District of Montreal.
OPERATORS! This is something you must SEE! CONTAINS RADIO-SELECTIVE MUSIC and TELEVISION!
Master Entertainer **$795.50**
plus shipping charges
Boxes **$55.00**
plus shipping charges
A Complete Installation is Set Up for Your Inspection . . . We welcome You.
WE ALSO HAVE REAL BARGAINS IN PIN BALL MACHINES
VICTORY NOVELTY CO.
1887 Beaubein Montreal 35' Canada

FOR SALE
IMMEDIATELY
ANY QUANTITY
1948 SEEBURG R.C. UNITS, 60-Cycle
1948 SEEBURG 5c-10c-25c WALL BOXES, 60-Cycle
3-WIN CABLE, etc., with complete installation equipment
Will sacrifice for clearance. Apply
BOX 4 COIN BOX

Best Wishes and Continued Success . . .

To

THE CANADIAN COIN BOX

The History of the Coin Machine Business throughout the years in the Dominion of Canada shows that we must have a united body to fight the forces against the Coin Machine Business.

The attainment of three years of publication by Eddie Sargent via Canadian Coin Box & Vending Magazine is ample proof that the Canadian Operator is aware of the fact that we must stick together. The Canadian Operator has shown this through his support of this splendid magazine.

I commend to my numerous friends and acquaintances in the Coin Machine Business across the Dominion this magazine.

(Sgd.) BILL FIELDING

DONALD FIELDING CO.

Windsor - Ottawa - Montreal - Toronto

NEED SPACE

Clearance Sale of Phonographs and Pin Games

AT YOUR OWN PRICES
BEST OFFER TAKES THEM

1 Bell Hop
1 Score
1 Flying Tigers
1 Score a line
2 Polo
1 Zic Zac
1 Trailway
1 Yanks
1 Fox Hunt Novelty
1 Cemenian Beauty
1 Marines at Play
1 School Days
1 Paradise
1 Venus
1 Topin
1 Big Show
1 Sparlty
1 Score Card
1 Twin Six
1 Slugger
1 Wow
1 Twinkle
1 Skill Shot-Jack, Port Novelty
2 Rochola 1946 Model
7 Rochola 1947 Model
2 Arion 1947 Model
3 Wurlitzer 750
3 Wurlitzer 600
3 Top Flight
1 Mills Throne
1 Wurlitzer Comtor Model 41
1 Wurlitzer Comtor Model 61
1 Headliner
1 Auto Derby Novelty
1 Silver Moon Free Play
2 Harvest Moon Free Play
1 Champion Hockey
1 Electric Slot Free Play
1 Smiley 5 Comyer Game
1 Penny Scale

VICTORY NOVELTY CO.,

Mr. J. Achladites
1887 Beaubien East, Montreal 35, Canada

SHUFFEBOARDS - $179.50 Playing field in brilliant rich colors — Distributors Wanted.

Laminated hard woods on edge made to rigid specifications

COINRADIOS, model 1949, Console Floor Model..... **$61.75** each

WALL BOXES, brand new, 20 selections, Made in Canada, good performance.... **$25.00** each

Anniversary Congratulations to Eddie Sargent and The Coin Box for the very excellent leadership given to the Canadian Coin Machine Industry.

ALLAN PULLMER 30 Buckingham Apts. Winnipeg, Man.

Poi Pourri

Wes Van Dusen, one of Canada's outstanding and most successful operators, of Edmonton, Alta., tells us that music is bringing in a bigger take today than ever in history. . . . This may be attributed to the fact that Edmonton is the "boom town" of Canada. . . . More so than much larger metropolitan centres. . . . To the other extreme in Eastern Ontario, Art Thibeault of Cornwall Music has the experience that music is still only the bread and butter of the business which holds the good pin spots. . . . Art has over 400 pieces out. . . . Your Editor had the privilege of meeting Mr. Geo. Blacklock, an associate of Mr. Thibeault. Mr. Blacklock, who also has various other holdings in the Cornwall area, is a comparative newcomer into this business, and his keen business mind will provide many new things for the people of the Cornwall area. . . . The latest news from the American front is that Seeburg has developed a new mechanism for 45 r.p.m. . . . They state that there will be no change in the models for 1950. . . . Reg Gilchrist, the popular Seeburg distributor, is quite confident that the border will open shortly to give operators a much needed "shot in the arm" they need these days—the Seeburg 100 Selecto-matic. . . . The Bradley Drink Vendor is now selling in the U.S.A. for $895.00 F.O.B. . . . Also a new Coffee-Coke machine is being shown in Chatanooga which serves 450 cups of coffee and 650 servings of coke. . . . A survey in the U.S.A. shows that operators are better off today than they were 20 years ago in view of the fact that there were none of the hundreds of types of vendors available today. Also there were no shuffleboards, no hosiery vendors, no cigarette vendors, or no drinking vendors. . . . The article states further that the cigarette vending business has made millionaires of both the manufacturers and the operators. . . . The story in "Life" magazine, August 15th issue, shows where a town in Louisiana hit the jackpot by using slot machines to collect revenue. The results were that the town is now out of debt and taxes are cut in half. . . . The town bought 30 slot machines and put them in the town's restaurants and taverns and gave the location a 60-40 split. Today the town owns 70 slot machines and has taken in $75,000 aside from the fact that taxes have been cut in half. . . . Marksville, La., has a new City Hall costing $25,000, new sidewalks, an airport, new sewers, and cash in the bank. . . . A lot of operators in Canada would wish similar action by municipalities here. . . . Mr. Thos. Dailey of Brockville, who operates the Culligan Water Softener Service there, is angling for the Vend-O-Matic distributor's franchise in that area. . . . Tom is an R.C.A.F. veteran with several thousands of hours in heavy aircraft overseas in World War II. . . . Recent figures released show that in Canada the cigarette business grosses $40,000,000 a year.

Here is a good point for operators: "Only a very rich man can afford to be careless in his dress." . . . Cup vending in New York City is big business, especially in the subways. . . . The city gets 25% of gross income as commission. . . . For the month of July the gross income was $100,000 and the share for New York City was $25,000. . . . Invariably what is good in the U.S.A. is good in Canada. . . . The trend for bottlers across the border is the use of cups to boost business. . . . By the time you read this,

Continued On Page 21

BEST BY TEST

MERCURY

Non - Breakable *Plastic Records*

AVAILABLE *To You* *OCT. 31, 1949*

Retail Prices 75c . 45c to Phonogragh Operators

SIEGEL DISTRIBUTING CO. LIMITED

HEAD OFFICE
477 YONGE STREET
TORONTO, ONT.

EXCLUSIVE WURLITZER DISTRIBUTORS

FACTORY—NEWMARKET, ONT.
SALES AND SERVICE BRANCHES:
TORONTO, MONTREAL, VANCOUVER

Record Inventory :

Continue From Page 6

Three Categories

Locations on his routes are divided by Carpenter into three main categories, depending on whether they are top, average or marginal income earners. Top spots get first call on newly purchased records, which are subsequently circulated throughout the route until they complete a run on marginal juke boxes. Carpenter attributes maximum return on record money outlay to this procedure.

Too, he purchases a large percentage of "cheap" labels, claiming that in many of his locations good numbers alone are needed, with artist appeal counting for little. Top locations, however, get top names.

With competition by free location television cutting into his take at least as seriously as in the New York metropolitan area (Chester is about 70 miles from New York City), Carpenter claimed his system of record control has provided the margin of extra profit needed to keep many of his machines in the black. Unsophisticated country dwellers who patronize taverns find in television greater entertainment values than do urbanites, he asserted. Cartoons and Westerns, by-passed in city taverns, are highly popular in his area. As a result, Carpenter said, tele sets in taverns are turned on during most of the broadcast hours. Video reception here is excellent.

Coin Show :

Continue From Page 3

CHICAGO COIN SHOW IN JUNE, 1950

The 1950 show will be restricted to legitimate coin-operated amusement games, service and vending machines, automatic phonographs and other legitimate coin-operated devices, as well as providing limited space for suppliers to participate.

The summer show was chosen in preference to the customary winter show by a vote of nearly 10 to 1, cast by operators, distributors and coin machine men country wide.

While CMI is being besieged with inquiries for show space, CMI members will receive first preference. The limited space left after selection by CMI members will be sold to applicants in order of receipt of their applications.

The date for release of contracts will be announced later.

Shop Clearance

ALL EQUIPMENT IN TOP CONDITION, CLEANED, CHECKED, AND READY FOR LOCATION

TOWERS	$49.50
SEVEN UP	$49.50
FOUR ROSES	$49.50
SNAPPY	$59.50
STAR ATTRACTION (Flipper)	$59.50
SPOT POOL	$59.50
BOSCO	$59.50
JUNGLE	$59.50
DIXIE	$49.50
PARADISE	**$59.50**
MIAMI BEACH	$69.50
VENUS (Flippers)	$69.50
WILD FIRE (Spinner)	$69.50
KNOCK OUT	$100.00
BRAZIL	$100.00
RIVIERA	$100.00
FLAT TOP	$100.00
OKLAHOMA	$100.00
STAGE DOOR CANTEEN	$150.00
SUSPENSE	$175.00
DYNAMITE	$200.00
POST WAR CHALLENGERS	$40.00
POST WAR IMPS	$25.00
GRIPS	$25.00
BAT-A-BALLS	$30.00
SLOTS	
5c JENNINGS SINGLE JACK POT	$75.00
5c MILLS F.O.K. ESCALATORS	$90.00
5c JENNINGS TRIPLE JACKS	$90.00
10c MILLS BLUE FRONT	$200.00
5c MILLS BLUE FRONT	$175.00
5c MILLS BROWN FRONT CHERRY	$175.00
25c JENNINGS NO JACKPOT	$50.00
25c MILLS BLUE FRONT	$200.00
HIDEAWAYS	
ROCKOLA 30 WIRE, our own cabinet	**$185.00**
WURLITZER 24c PACKARD ADAPTOR, 30 Wire	**$195.00**

United Distributing Co.

15 WEST MAIN STREET **HAWKESBURY, ONTARIO**

Announcing—

THE NEW **SEHL** COIN BOX

ALL THE LATEST IMPROVEMENTS

Features . . .

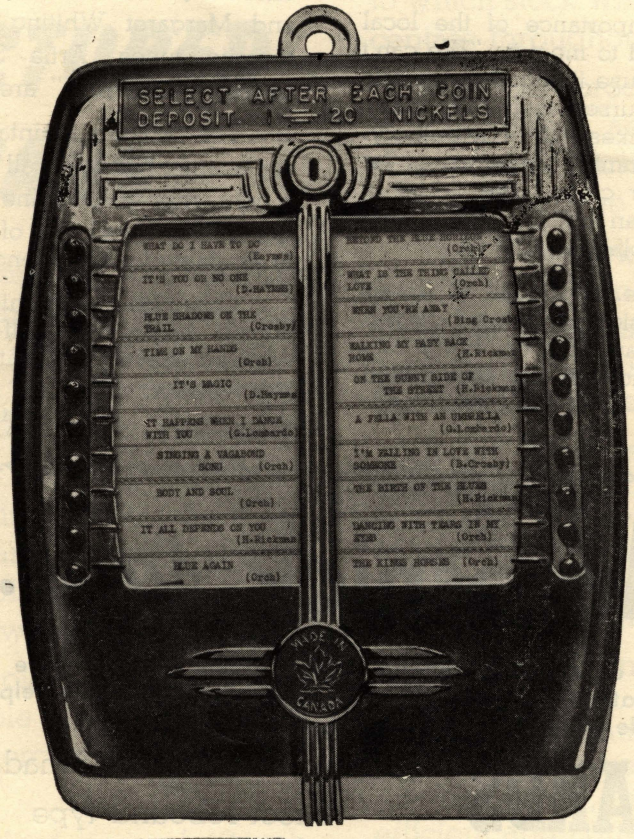
A Canadian Product

•

Larger Returns

•

Sits Neatly on the wall Less Space For Application



More For Your Money

•

Cheat Proof

•

Always Neat & Clean

•

Reasonably Priced

THE WALL BOX WITH PRIDE OF OWNERSHIP

Manufactured by

SEHL ENGINEERING COMPANY

136 OTTAWA STREET KITCHENER, ONTARIO

Distributed by

TORONTO TRADING POST, 736-8 Yonge St., Toronto, Ont.
BALDWIN DISTRIBUTING CO., LTD., 620 King St. W., Toronto, Ont.
DONALD FIELDING COMPANY, 587 Bank St., Ottawa, Ont.
G. H. MARTIN LIMITED, 193 Hastings St., Vancouver, B.C.
AMUSEMENT COIN MACHINE CO., 10221 - 95th St., Edmonton, Alberta
WINNIPEG COIN MACHINES, 277 Donald St., Winnipeg, Man.

Missouri Brothers

Continued From Page 10

arcade equipment valued at depreciation, all 1946 or newer models.

Their file of approximately 5,000 records is classified by artists and orchestras. It is kept up-to-date, according to the favorites and new populars. The brothers buy about 500 new records each month, making their selections on the basis of national trends as evaluated for their acceptability in Columbia's market.

Local Market

The Obermillers stress the importance of the local market. Purchasing must be slanted to meet it. "We can't say a tune is good or bad just because it succeeds or fails in New York. We have to ask ourselves if our public wants it. We keep our personal likes out of it entirely. We have discovered that the Columbia audience is far ahead of audiences in many other cities. The range of appreciation is so great that we can get top plays from records that don't hit at all in other places.

"Take the classics for instance. We lead St. Louis by three times in the play of classics per record player. 'Fiddle Faddle' was getting top play here on every one of our machines a full month before it got recognition elsewhere. We know that virtually all of Chopin's etudes and waltzes will get top play."

Columbia sets the pace in other ways, too. "Again" hit top play three and one-half months before it came out on top of the Hit Parade. The barometer is up on most tunes so far in advance that the Obermiller brothers can competently judge what is coming up at the head of the list.

Favorite Artists

Columbia's favorite artists are Stan Kenton, Charlie Barnet, Charley Ventura and Gordon Jenkins and his vocal chorus. Jo Stafford is the top vocalist, with June Christy and Margaret Whiting following closely. The all-time favorite tunes, Artie Shaw's "Beguine" and Tommy Dorsey's "Stardust," are always good for a play.

The brothers maintain their own repair shop and use replacement units for all emergency repairs. Speed means much when a machine gets out of order. At all times during business hours of establishments one of the brothers is available for emergency servicing of the juke boxes

Columbia merchants have found the services of the agents superior to self-owning the machines and have realized that specialization by regular operators brings more money into their respective pockets.

Continued on Page 23

Marty Morosnick says. . .

The coming season is especially bright for Shuffleboards because there is still much territory to be opened up to the game. Operators have found that the boards actually have helped such equipment as music machines, vendors and arcade pieces.

SHUFFLEBOARDS Precision-built in Canada 8-foot rebound type **$179.50**

FOR SALE:—40 Wurlitzer Wall Boxes, Models Nos. 331, 120; and 320. All 2-wire Stepper Type. Price $7.00 each, as is.

WANTED:—Post-war Wall Boxes, new or used. Also Wurlitzers 1100, etc.

My firm extends anniversary greetings to Eddie Sargent and The Canadian Coin Box Magazine, for the valuable work and effort provided to Operators, Distributors, and Manufacturers.

Also my personal congratulations to Eddie Sargent in receiving the 1948 Dow Award for citation of outstanding heroism, because of saving the life of his neighbour trapped in a blazing house.

—MARTY MOROSNICK.

Winnipeg Coin Machines

277 Donald St. **Winnipeg, Man.**

MERCURY RECORDS NOW MANUFACTURED IN CANADA

Mr. Irving Green, President of Mercury Records Corp., Chicago, announces the appointment of Mr. Albert Siegel, and Siegel Distributing Company Limited, as manufacturers and distributors for all products of Mercury Record Corporation for Canada.

A complete manufacturing plant, where the milling, plating, pressing, and shipping of Mercury products will be handled, has been established by Mr. Siegel, at Newmarket, Ontario.

A special feature of this plant is that all pressing will be on Non-Breakable Plastic, which will be a boon to the Record Merchandiser, and the Record User.

In addition to the standard lines of 10-inch records for domestic and commercial use, 12-inch records and long-playing records will also be produced at the Newmarket factory.

All Mercury's famous list of artists will be pressed in Canada, including Jim Ameche, Jan August, Harry Babbitt, Two Ton Baker, Jack Carson, Vic Damone, Ralph Edwards, Anita Ellis, Jack Fina, Wally Fowler, John Garfield, Tito Guizar, Tiny Hill, Helen Humes, Art Kassel, Frankie Lane, Frances Langford, Tony Martin, Clyde McCoy, Patti Page, Frank Parker, Caesar Petrillo, Prairie Ramblers, Jerry Shelton, Sunny Skylar, Georgia Slim, Starlighters, Turner Brothers, Four Vagabonds, Dinah Washington, Ted Weems and many others.

In the past, the Canadian public has been paying a premium for a substantial portion of the records sold in Canada. By the introduction of the Canadian factory, Al Siegel has altered this condition. In addition to creating a new industry in Canada, and causing a new field of employment for many families in Canada, he is giving Canada, for the first time, non-breakable plastic records, at shellac record prices.

All Siegel Distributing Company Limited offices will stock MERCURY records, in addition to which stock will be maintained at distributing centres throughout Canada.

Wurlitzer products will, as in the past, be merchandised, and Johnny Hamilton at Vancouver and Charlie Nault at Montreal will, as in the past, manage their respective offices.

The Newmarket plant has been set up to handle maximum capacity, and it may be possible, as soon as the Mercury programme is organized, to handle the needs of the Radio Stations in Canada.

As in the past, the Siegel organization is geared up to handle, first, the needs of the Juke-Box trade. The requirements of the Record Bars, Music Shops, departmental and chain-store trade, and the disc-jockey and radio station requirements will also be met.

Catalogues and mailing matter is currently being prepared, and will be forwarded on request. The entire energy, ability and reputation of the Siegel organization is thrown into this enterprise, and dealers can be assured of efficient and courteous service.

FOR SALE

USED RECORDS
$135.00 per Thousand

ALL TYPES OF PHONOGRAPH AND PINBALL GAMES

Write for Price List

KINGSTON MUSIC CO.

348 Princess Street
KINGSTON ONTARIO

The Coin Operators

CONGRATULATIONS

To The

Canadian Coin Box

on its

3rd Anniversary Issue

We appreciate having a publication and an Editor who will fight for the rights and will always see that exploitation is taken out of this business.

The Ontario Music Operators Assn.

EXECUTIVE —

AL. SIEGEL ALBERT CLAUIR GEO. CHOW

Pot Pourri:

Romeo Laniel will be enjoying himself in sunny France. . . . He left several weeks ago for a short trip to the Old Country. . . . A new trend in the wax biz in the U.S.A. is educational records for children. . . . One of them is called the "Singing Clock"—two sides on a 10" vinylite record teaches how to tell time by vocal instruction. . . . It also teaches them how to add, subtract, and multiply, etc., on a record called "Mr. Arithmetic." . . . They are made by Musak, 78 r.p.m.

Missouri Brothers

Continued from Page 18

Expand Locations

Now that their business has so thoroughly covered the entertainment centres in Columbia, the Obermiller brothers have turned to dress shops, department stores and business offices as new locations. They see great opportunity for providing background music in these new markets with the Seeburg Select-o-Matic unit which plays 100 records automatically. It will play 14 hours with brief 15-minute intervals. It is particularly adaptable because of the sound distribution plan which provides volume at uniform conversational level.

By such commercial installations businesses will be benefited through soothing music to make life in offices and stores more pleasant to the workers as well as to the customers, the brothers believe.

The success of the Obermiller brothers in their music selling business is an example of good, efficient, conscientious business management. The days of simply putting records in music machines and hoping people will play them are over, they say.

WANTED

Wurlitzer Counter Models

Price Must Match Condition

BOX 24

CANADIAN COIN BOX

FOR SALE -- OR TRADE

A TELEPHONE WIRED MUSIC SYSTEM

Made by Tel-o-Matic Co. and equipped with 10 Wurlitzer Mechanism. For industries, background and restaurant. The most completely automatic and modern equipment in Canada and in A-1 condition. Can be seen in operation.

The selling reason is because we can't get any telephone line.

Will consider trade-in or small amount of cash and also very good terms for the balance.

SPECIAL

One Minit-Pop Pop-Corn Machine
Automatic at 10c Coin Operated
In A-1 Condition at **$650.00**
Perfect-Point Coin Machine Needles
per 25 — 40c each
per 100 — $35.00

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Laurent Lemieux, Pres.

1114 Rue St. Vallier, Quebec, Que.

Used Equipment In Very Good Condition Make Us An Offer For One or All

Pin Tables:

Gun Club, Surf Board, Five, Ten and Twenty, Majors re vamp, Zombie, Capt. Kid, Keep 'Em Flyin', Stage Door Canteen, Play Boy.

Music:

Seeburg Low Tone R.C. & E.S., Mills Throne, 24 Wurlitzer Hideaway with Packard adapter, Twin Twelve Wurlitzer hideaway, 3-Twelve record mechanisms complete with adapter and amplifiers, Wurlitzer No. 100 Wall Boxes, Seeburg Wall Boxes refinished and look like new, Light Up Wall Speakers.

Penny Machines:

Pike's Peak, Electric Shockers, Deuces Wild, Penny Challenger Gun, Kicker and Catcher, Gripper, etc. If there is anything not mentioned on this list you may desire, write us, we may be able to supply it.

WENTWORTH NOVELTY CO.

270 Cannon Street E.,
Hamilton, Ontario

COME and GET 'EM!

While They Last

Guaranteed In 'A-1 Shape

GILCOR COIN RADIOS

$31.50 Each

Eddie Sargent

Owen Sound Ontario

Letter to The Editor

Dear Mr. Sargent:

The writer has been indirectly associated with the Coin Machine business for several years and I would like to say that I think your magazine is tops and consider it the source for all informative material on the Canadian trade.

Yours very truly,

W. V. BIRNEY,
TAS (Alberta) Limited.

OPS SPEAK MIND ON COMMISSIONS

Dear Sir:

The above article in August issue of Coin Box was very interesting, and I would like to see it in a prominent page in every Coin Box issue.

I am only a small operator, being in the Coin Machine business for 2½ years, but in the first few months I learned that it was impossible to operate music on a 50-50 basis. I am operating in this part of the country on a front money plus sliding scale basis, and I have enjoyed a good business here, as all operators (except fly by night) are co-operating and taking front money.

A year and a half ago an outside operator tried to crash the gates, offering 50-50, but has since retired from these parts a sadder but wiser man.

At the present time we have new opposition trying the same thing, offering1015s to locations at 50-50. These locations have proved themselves $5.00 to $10.00 a week, so I don't think we will be bothered with them for very long, and will soon see another Music Box route for sale.

I would like to see all operators get together, settle on one scale of commissions and for once stick to it.

Yours very truly,
WARREN C. JACKSON.

Coin Box Recommends that This Should be Read by All Big Operators

DIVERSIFICATION DO'S AND DON'TS

- √ **Don't take on a new type of machine unless there will be enough work involved with that one type of machine to occupy one man's full time.**
- √ **Make specialists out of the men according to the type of machine they like; but see that they get mechanical training on the other machines so that they can be versatile in taking care of night and week-end trouble calls.**
- √ **Protect your investment and equipment and contribute to the security of yourself and your employees by using employment contracts.**
- √ **Work out an incentive pay plan which will give your employees as high a wage as you can afford and at the same time keep your employees informed concerning the problems of the business.**

GROOM-TO-BE TRANSPORTED IN A CASKET TO VERDUN'S 'BIGGEST STAG PARTY'

By DOUG WILLIAMSON

A stag party which would probably rival the Aga Khan's — if he ever had one — threw Verdun and some sections of Montreal into utter confusion last night.

Some party? You're not kidding.

More than 200 men were there, all types of cars and trucks and last but not least, a brass band.

And the "victim" for whom the "do" was thrown was rigged up in an authentic-looking coffin covered with flowers.

It all started at the home of Gaeton Laniel, 489 Richard Ave., Verdun. His "days of freedom" are numbered as his wedding day is approaching rapidly.

Naturally, all who were invited couldn't crowd into the house so they spilled out onto the street amidst the cars and trucks, the latter, incidently, from Laniel Amusement. The band was tuning up while everyone was discussing the "biggest party they'd ever seen".

Noisy? Well, one report from the area said that residents walking their dogs on the usually quiet boardwalk had a hard time convincing their pets that all was still safe and serene — providing they stayed on a leash.

Shortly before 8 p.m. the leaders of the party got the parade underway.

Laniel was helped up to his "box" and the band struck up a march. Soon LaSalle Blvd. was a string of inching, horn-tooting automobiles. Buses speeding along their route were forced to detour down Manning Ave. and other nearby streets.

Then the siren of a squad car broke into all the clatter. But when police discovered what was going on they wished the organizers luck and continued along a quieter route.

Finally, somewhere down the road, those who had been walking and running beside the "flowered float" called a halt and looked for a more comfortable seat in a car.

Then they speeded up a little and honked right through Point St. Charles. Reports said they were supposed to meet a police escort at Wellington and Bridge Sts., but no motorcycle cops were there.

So, on and on they went.

Shortly before their arrival at a rented hall near Iberville and Sherbrooke Sts. it started to rain. Remember?

You take it from there.

BEST WISHES

to

CANADIAN COIN BOX

from

LAVAL NOVELTY REG'D.

28 Belmont St., Sherbrooke, Quebec

Exclusive distributor for the Province of Quebec for the Vend-O-Matic Cigarette Machine, "You Need A Shoe Shine" machine, and Magna Tele.

FOR SALE

Chicago Coin Goalee, very clean....$495.00

(Hydro Approved Extra)

Bally Victory Special (One Ball).....$675.00

Bally Dark Horse (One Ball).....$350.00

WILL TAKE OTHER EQUIPMENT IN TRADE.

WHAT HAVE YOU TO OFFER?

MAKE ME AN OFFER FOR THE FOLLOWING PRE-WAR PIN BALL MACHINES

BUBBLES, SPOT-CHA, FLICKER, FOUR ROSES, TEN SPOT, BOLOWAY, STRIP-TEASE, STAGE DOOR CANTEEN, DOUBLE PLAY, LEGIONNAIRE, LEAGUE LEADER, PLAY-BALL, A.B.C. TOWERS, SPEED DIAMANT, ZIG-ZAG, SNAPPY 41, GUN CLUB, STRATOLINER, NEW CHAMP, IDAHO, AND SEVERAL OTHERS.

THE ABOVE MACHINES MUST BE SOLD AT ONCE ON ACCOUNT OF CLOSED TERRITORY.

WRITE, WIRE OR PHONE

REID AMUSEMENT MACHINES REG'D.

280 BOTSFORD STREET, MONCTON, N.B.

Send Your Subscription NOW!

For The

The CANADIAN COIN BOX

The Cost Is Only

$3.00 A YEAR

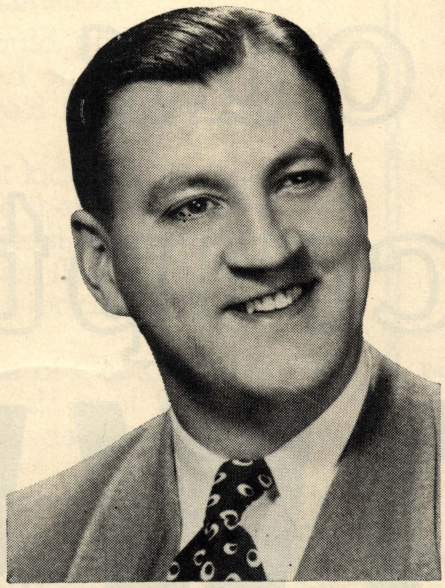
To

Eddie Sargent

BOX 632 OWEN SOUND, ONT.

Such Men As These Are Backbone of Our Industry

Laurent Lemieux



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A

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Wurlitzer, Model 1100
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UNEEDA SHOE SHINE MACHINES

WITH

- Hundreds of Locations Available

THIS MACHINE IS

- Modernistic
- Automatic
- Needs no mechanical ability
- Will last for years
- Works 24 hours a day
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- Shines black or brown shoes

GET IN TOUCH WITH US NOW!

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(MACK LEVIN, Pres.)

779-781½ Bank St. Ottawa

"Sea Breeze" Another Winner

The North Star Company in Montreal is pleased to introduce to the Canadian public the famous Sea Breeze Table produced in Canada at the rate of 20 to 25 a week.

For the first time in history of Canada a brand new table, "Sea Breeze," is manufactured in Montreal, and this piece of engineering is created by the North Star Coin Machine Company, pioneers of this Canadian industry.

Messrs. Gerard and Jacques Tremblay, owners of the North Star Coin Machine Company, wish to inform their customers that those Sea Breeze Tables are now distributed by:

LANIEL AMUSEMENT
1807 - 1815 Notre-Dame Street W., Montreal
and
J. C. BLOUIN
788 Hertel Street, Trois-Rivieres

Repair parts are easier to get than those for American tables as the two above-named distributors always have them on hand in their warehouse.

1950 will bring on the market another new model! For more information, please do not hesitate to write.

MAX RISHOR

Owner of

Canadian Games & Novelty Co.

of

Peterborough, Ont.

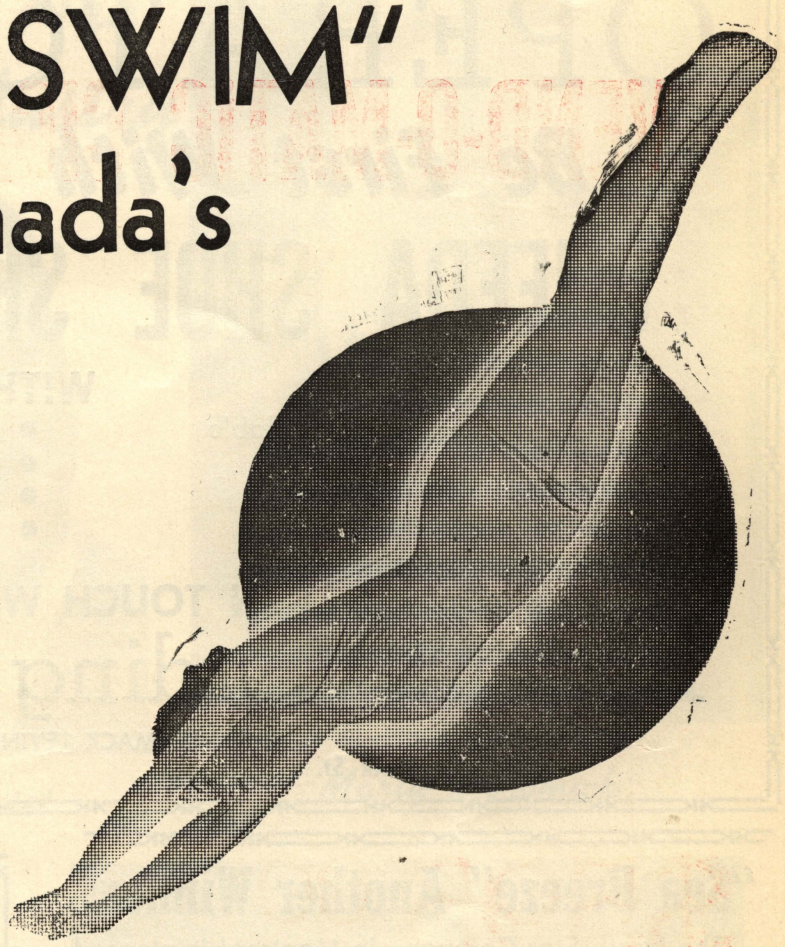
Extends . . .

BEST WISHES AND
CONGRATULATIONS
to

CANADIAN COIN BOX
On Its Third Anniversary

And Thanks Eddie Sargent for your contribution to the Coin Machine Industry.

"GET IN THE SWIM"
With Canada's



Contact---

Eddie Sargent

Owen Sound Ontario

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marches along under these trying times of Import Restrictions and devaluated currency. We are doing all possible to keep the OPERATORS happy and successful by selling our PARTS at minimum prices. We have sold a large number of JUKE BOXES during the summer, and all because our prices were RIGHT, and equipment in A1 condition. ASSIST US to help YOU. Patronize the Company which is most interested in YOU.

OPENING FALL SPECIALS

100	5/16"	Rubber Rings
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ENTIRE RUBBER KIT

Reg. $19.95 for

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CASH BOX LOCKS, Limited Amount $9.00 Dozen

24 Junction Rectifiers	$ 4.95
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3-Amp Cartridge Fuses	3.75
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Fine Machine Oil	.35
Phonograph Polish	.85
Contact Kits	8.25
Spring Kits	3.25
Whirlwind Spinners	11.95
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Wurlitzer 24C	Seeburg Commander	Mills Throne of Music
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